



WKMG

# ORDER

Print Date 09/27/12

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Flight Dates 09/28/12-10/04/12

Contract / Revision 260574 /

Original Date / Revision  
09/27/12 09/27/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Product  
**OBAMA FOR AMERICA**

Agency Com 15%

Billing Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1881

Alt Order # 06352541

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 72500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	12	\$25,415.00	\$29,900.00	0.00	08/27/12	09/30/12	12	\$25,415.00	\$29,900.00
October 2012	16	\$36,210.00	\$42,600.00	0.00	10/01/12	10/04/12	16	\$36,210.00	\$42,600.00
<b>Totals</b>	<b>28</b>	<b>\$61,625.00</b>	<b>\$72,500.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/28/12	09/28/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	2:00	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	----1--		1		\$1,100.00		0.00					
E 2	WKMG	10/01/12	10/04/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWT---	2:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	MTWT---		1		\$1,400.00		0.00					
E 3	WKMG	09/28/12	09/28/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	2:00	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	----1--		1		\$1,600.00		0.00					
E 4	WKMG	10/01/12	10/04/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWT---	2:00	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00



WKMG

Print Date: 09/27/12

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Contract / Revision

260574

Flight Dates 09/28/12-10/04/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1881

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/01/12	10/04/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWT---	2:00	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					1	\$1,800.00		0.00			
E 5	WKMG	09/28/12	09/28/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	2:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$2,000.00		0.00			
E 6	WKMG	09/28/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	----1--	2:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$1,400.00		0.00			
E 7	WKMG	10/01/12	10/04/12	CBS This Morning The Early Show	CM	7-9a	MTWT---	2:00	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					2	\$1,800.00		0.00			
E 8	WKMG	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	2:00	1	\$4,800.00	P-2	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$4,800.00		0.00			
E 9	WKMG	09/28/12	09/28/12	Fri Amer Tks Parade No Show	CM	11a-12p	----1--	2:00	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$2,200.00		0.00			
E 10	WKMG	10/01/12	10/04/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWT---	2:00	1	\$4,800.00	P-2	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					1	\$4,800.00		0.00			
E 11	WKMG	09/28/12	09/28/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	2:00	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$1,600.00		0.00			
E 12	WKMG	10/01/12	10/04/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWT---	2:00	2	\$3,400.00	P-2	0.00	NM	2	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					2	\$3,400.00		0.00			
E 13	WKMG	09/28/12	10/04/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	2:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--					1	\$2,000.00		0.00			
E 14	WKMG	10/01/12	10/04/12	530-6p The Insider Insider	CM	530p-6p	MTWT---	2:00	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					1	\$2,600.00		0.00			
E 15	WKMG	09/28/12	09/28/12	News at 6p News at 6p	CM	6-630p	----1--	2:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$2,400.00		0.00			
E 16	WKMG	09/28/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	2:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$6,000.00		0.00			

